

<p>Optum Inc.</p> <p>QUICK FACTS</p> <p>Company: Optum Inc. Inc. provided warehouse management software with a focus on supply chain management</p> <p>Industry: Supply Chain Management Software</p> <p>Geography: Global</p> <p>Void:</p> <ul style="list-style-type: none"> Identify buyer's behavior Clearly Crafted Message <p>VRM Solution Cross Enterprise Trade™</p> <p>Results</p> <ul style="list-style-type: none"> Market leader Pipeline increase 100% PE increase year over year 	<p>EXECUTIVE SUMMARY</p> <p>WhiteSpace entered into a contract with Optum Inc. in April 2001 for the purpose of providing Business Creation Engineering®. The objectives of the project were as follows:</p> <ol style="list-style-type: none"> Complete transformation to take place within eight months to achieve a 50/50 revenue mix of new offering versus current one. Create a market leader position to be viewed as a high tech solution provider Prepare for either an IPO, M&A, or outright sale of the company within two years to maximize company valuation. <p>The mutual goal was to reinvent the Optum Inc. business model in its entirety as the company had been suffering sales erosion and had recently begun to lose market share.</p> <p>COMPANY PROFILE</p> <p>Optum Inc., a supply chain execution, warehouse management system (WMS) software supplier, was established in 1984 and based in White Plains, NY. Optum Inc. provided the fulfillment engine for commerce platforms and e-marketplaces as well as complementary supply chain software products for warehousing and small parcel management.</p> <p>By 2000, Optum Inc. was generating \$50 million in revenue and the company's customers included market leaders such as Home Shopping Network, NCR Parts, and Tyco Electronics.</p> <p>Optum Inc., was acquired by Click Commerce in February, 2005. At that time, Optum Inc. had over 600 global deployments of its supply chain and warehouse management.</p> <p>VALUE PRODUCTION VOID</p> <p>During 2001, many companies in the supply chain industry claimed to provide collaboration but merely provided static document exchange; the information was not provided 'real-time' across multiple entities.</p> <p>TradeStream™ by Optum Inc. was a breakthrough, Internet application that enables companies to aggregate fulfillment content across the trading community.</p> <p>Optum Inc. had recently landed a large contract with Lucent Technologies for TradeStream™ software and the supporting services. The challenge was to leverage that sales experience to be able to identify the buyer's behavior, the business issue being solved, and the type of client contact that will most likely be open to the message. The second challenge was to craft a message that was clear, concise and easily identifiable in the market so that the offering was scalable and repeatable.</p>
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Testimonial...

"Through the Value Component® System, Optum Inc. was not only able to reinvent its future business model, but it further enabled us to dramatically improve our sales and marketing efforts through change management."

David Simbari, President, Optum Inc.

CONSULT WHITESPACE SOLUTION

WhiteSpace worked collaboratively with Optum Inc. to create a new space, Cross Enterprise Trade™. This was supported by a new offering to the marketplace, TradeStreaming (TradeStream™). TradeStreaming provided true, real-time synchronization between trading partners on a scalable, repeatable basis. This success was a direct result of comparative analysis to the human body, which is what occurs, physiologically, with a synapse.

Through the application of the Business Creation Engineering® the previous business model was stripped apart, the asset base analyzed and reformulated to create Cross Enterprise Trade™.

WhiteSpace employed Value Stream Dynamics Testing™ to evaluate the influence of Optum Inc.'s supporting assets (previously known as Value Hooks), Enterprise Trade Life Cycle and Data Synapse, and the Value Component® impact of their characteristics.

In November, 2001 Optum Inc. published its objectives of TradeStream's success with *Technology Corner* subsequent to receiving the results of Value Stream Dynamics Testing™:

- Ease of use (impact value): like all good web-based applications, it would not require user manual
- Ease of integration (relationship value): it must connect easily with diverse systems inside and outside an organization's infrastructure – and in real time
- Fast implementation and ROI (identity value): companies need solutions that are quick to implement and guarantee results
- Low cost to implement and maintain (start value): companies are eager for a 'new use model' one that maximizes the utility of their current systems with little fuss

RESULTS

Optum Inc.'s pipeline increased by 100% in the year following this engagement and although sales went down over the subsequent four years prior to the sale of the company, revenue profitability (PE ratio) increased and company acquisition price increased due to this invention.